

Victory Boys

Bulletin IV
United War Work Campaign
for \$170,500,000

November 11-18, 1918

SERIES OF CAMPAIGN BULLETINS

- I. Organization in the City, Large or Small
- II. Organization in the County
- III. Preparation and Assignment of Lists
- IV. Victory Boys
- V. Victory Girls
- VI. The Campaign among Students
- VII. The Campaign in Industries
- VIII. Publicity Organization and Distribution
- IX. Meetings: How to Plan and Conduct
- X. Campaign in Army and Navy Camps
- XI. Collection, Custody, and Forwarding of Funds
- XII. The Precinct Plan

Issued by the
OFFICE OF THE DIRECTOR GENERAL
347 Madison Avenue, New York, N. Y.

**NATIONAL ADVISORY COMMITTEE
BOYS' "EARN AND GIVE" DIVISION—VICTORY BOYS
UNITED WAR WORK CAMPAIGN**

- Hon. Philander P. Claxton
United States Commissioner of Education.
- Franklin K. Mathiews
American Library Association.
- Thornton W. Burgess
Authors' League of America.
- John Martin
Authors' League of America.
- W. E. Hall
President, Boys' Club Federation.
- C. J. Atkinson
Boys' Club Federation.
- Colin H. Livingstone
President, Boy Scouts of America.
- James E. West
Boy Scouts of America.
- Wilfred W. Fry
International Committee, Young Men's Christian Associations.
- Edgar M. Robinson
International Committee, Young Men's Christian Associations.
- John G. Alexander
International Sunday School Association.
- S. Benderly
League of Jewish Youth.
- Thomas W. Churchill
National Catholic War Council.
- Felix Adler
President, National Child Labor Committee.
- Owen R. Lovejoy
National Child Labor Committee.
- Samuel A. Goldsmith
National Council Young Men's Hebrew Associations.
- George D. Strayer
President, National Education Association.
- Carroll G. Pearse
National Education Association.
- Robert A. Woods
President, National Federation of Settlements.
- John Dolph
National Rotary Clubs

Joseph Lee
President, Playground and Recreation Association of America.

H. S. Braucher
Playground and Recreation Association of America.

F. G. Blair
State Superintendent of Public Instruction of Illinois.

Thomas E. Finegan
Acting State Commissioner of Education of New York.

C. N. Kendall
State Commissioner of Education of New Jersey.

C. P. Cary
State Superintendent Public Schools of Wisconsin.

C. E. Chadsey
Superintendent of Education, Detroit.

J. A. Churchill
Superintendent of Education, Oregon.

Ernest Thompson Seton
President, Woodcraft League.

Philip Fagans
Woodcraft League.

EXECUTIVE STAFF

Arthur N. Cotton, National Campaign Director of "Victory Boys" Division.

Jacob Billikopf, Associate Director.

David Hinshaw, Associate Director.

T. F. Moench, Associate Director.

Department Secretaries

Frank Ritchie.....	Eastern
J. Blaine Withee.....	Northeastern
W. L. Chandler.....	Southeastern
Leonard Paulson.....	Central
Frank H. Cheley.....	Southern
C. M. Brownell.....	Western

Special Field Secretaries

H. K. Craft.....	Colored Boys
S. I. Esquivel.....	Mexican Boys
R. D. Hall.....	Indian Boys

VICTORY BOYS

"A million boys behind a million fighters" is the slogan,—"Victory Boys" is the name of the boys' "earn and give" division of the United War Work Campaign which takes place November 11-18, 1918. With this challenge to national service, boys of proper age will be given an opportunity to back our American fighters by enrolling as Victory Boys.

ENROLLMENT

Enrollment by a boy consists in his statement of purpose to "earn and give" in order to make his fighter happy through the work of the seven organizations in the Campaign.

Each boy states on the subscription card the amount of money he will plan to "earn and give" toward the total amount needed in the Campaign. Thus the boys' purpose is to share in the raising of the entire \$170,500,000.

Boys' subscriptions and payments will be a part of the quota for each department, state, district, county, city or town.

The plan is to mobilize boys to "earn and give" and not to build up a new organization.

SUBSCRIPTION OR PLEDGE UNIT

To provide the privileges of the seven organizations for an American fighter costs approximately \$5.00 for five weeks.

A majority of the boys will thus enroll to earn and give \$5 at least. Some will pledge to cover the expense for six months or a year of privileges. To show what \$5, \$10, \$25 or \$50 will do will be to enroll larger numbers at these amounts. Some will give but one dollar, which however will require regular recognition provided it represents the boy's own earnings and actual effort.

Each boy who enrolls to "earn and give" will receive an enrollment button. He will receive a home window banner, saying a boy in his home has enrolled with the "Victory Boys" to back up an American fighter by earning and giving to the United War Work Campaign fund. When he has completed payment, he will receive a certificate-receipt.

Every effort should be exerted to make it clear that a real sacrifice is necessary. Each boy should be urged, however, to pledge only what he fully expects to earn and give.

Payments may be made in full or in three instalments, at the same times as in the regular Campaign.

No boy should be allowed to secure gifts for any part of his pledge. He may utilize his savings, provided they represent his own earnings.

In presenting the opportunity to boys, it will be wise to tell the story of the need and when feasible leave the solicitation of pledges from boys to personal calls or visits by workers. This will tend to emphasize the necessity for hard work and payment in full. Whenever it becomes necessary to take subscriptions in connection with meetings, speakers and workers should give special emphasis to the need for early and complete payment of pledges.

THE GOAL—ONE MILLION BOYS

The definite goal is the securing of 1,000,000 boys, each to "earn" and "give" at least \$5.00. Boys who "pay the hard price" are the real goal. On this basis, the goals of the different departments are as follows:

Northeastern Department.....	65,000 boys
Eastern Department.....	270,000 boys
Southeastern Department.....	155,000 boys
Central Department.....	390,000 boys
Southern Department.....	100,000 boys
Western Department.....	45,000 boys

State, county and city or town goals may be adopted on the same basis—approximately one ninth of the boy population. The campaign should challenge every boy in the open country and rural communities as well as in the cities.

THE MAIN PURPOSE

The chief aim of the "Victory Boys" effort is the development of boys in intelligent, sacrificial investment of their lives in behalf of the "great cause." The appeal is to earn and give.

The gift of money should result in a challenge to full preparation for the largest usefulness in the reconstruction days ahead and in a growing consciousness of the spiritual significance of the gift of life and talent in the cause of righteousness.

The "Victory Boys" division of the campaign should prove an inspiration and stimulus to increased effort by men in the general Campaign. Learning of the sacrificial price the boys pay on the "earn and give" basis, men and women will give larger amounts and work harder.

GENERAL ORGANIZATION PLANS

The organization of the Boys' Division of the General Campaign is under the direction of the General Campaign Committee representing the seven organizations. This committee early decided that the "Victory Boys" with their slogan and "earn and give" effort should be an integral part of the whole Campaign and parallel the general Campaign at every point—nationally, by departments, by states, by districts, by counties, by cities, by towns and out into the rural communities.

"Wherever the organization of the campaign goes, the men in charge should make certain that a committee of men be charged with the responsibility for inaugurating and pushing to a successful conclusion the enrollment of boys to 'earn and give' and to pay their pledges in full. The responsibility rests with the general campaign organizers in each place to think and plan in terms of boys who may earn and give as well as to secure gifts from men and women."

The General Campaign Committee unanimously elected Dr. John R. Mott as Director General of the United War Work Campaign. He appointed the National Director and the National Advisory Committee of the boys' "earn and give" division of the Campaign.

The six Department Directors appointed their Department Boys' Secretaries who are directly associated with and under the general direction of the Campaign Directors within the designated areas. State, district, county, city and town executive secretaries or committees of the Boys' Division are similarly related to the officers and committee-men of the general Campaign within these smaller sections.

The National Bureau of Publicity and the National Speakers' Bureau cover the boys' effort and cooperate in every possible way. The special manuals of these bureaus give valuable suggestion and ammunition, as does "The Victory Boy."

LOCAL ORGANIZATION PLANS

In every place, small or large, the nucleus of the staff of the boys' working organization should be secured as soon as possible and serve as a subdivision of the men's local organization. As fast as they are set up, these preliminary organizations should be reported to the State Directors of the Boys' Division of the Campaign, by them to the Department Boys' Executive Secretaries, and by them to the National Headquarters.

When possible, older boys' "planning conferences" should be held as early as practicable. In addition, state conferences and district and county patriotic meetings may wisely be held, not merely to recruit and train boys for the Campaign, but to give a sufficiently challenging motive for the large task of the years of opportunity ahead. Special suggestive programs and plans are available.

The local plans for the boys' division of the Campaign should include the following:

1. Secure the appointment of a Boys' Division Committee to inaugurate and push to a successful conclusion the enrollment of boys to earn and give and to pay their pledges in full. The local General Chairman or Campaign Director should appoint this committee and be certain that it adequately represents the various local agencies that touch the boy life of the community, including all creeds. It must be in fact a hard working committee. The Chairman should be a member of the local general campaign committee and may wisely be made a vice-chairman.

2. Organize these men and the older boy leaders into an effective working force, with necessary sub-committees to plan fully the effort among all boys of proper age in the community. "The Victory Boy," a sixteen-page booklet, gives full instructions on how to set up the local campaign in rural or urban communities, among industrial boys, employed boys, school boys, colored boys, and Mexican boys. Every worker should have this manual of instruction.

3. Plan the details for pledging the boys to earn and to give, by means of

- (a) Special presentation of the need,
- (b) Personal solicitation.

An "over the top" local campaign for cities and a "boys behind the fighters" campaign are outlined with detailed instructions in "The Victory Boy."

4. Work out plans for helping to provide employment for those who pledge to earn and give. Great care should be taken to live up to local and state Child Labor Laws in spirit and in letter.

5. Develop an effective plan for collecting and reporting the pledges and issuing certificate-receipts.

6. Before the campaign starts make adequate plans to follow up each boy's subscription with information and challenge to service, as well as to provide for full payment of it.

7. Confer with county, district, and state leaders for help in setting up the "Victory Boys" plan.

8. Read all the material in this pamphlet and in "The Victory Boy," which can be secured from campaign chairmen everywhere.

9. Secure printed matter, posters and pamphlets and plan for wise and wide distribution. The County Committee will have all these. If there is additional need write at once to the State Campaign Committee.

In each locality a leading citizen should be appointed as head of the local Committee in charge of the "Victory Boys." As chairman of the general campaign committee, he may wisely have on his staff an executive secretary and an employment secretary.

Some communities that have raised War Chests are planning to have the "Victory Boys" campaign. Only by vote of the local War Chest Committee can this be done.

OBSERVE CHILD LABOR LAWS

Leaders are urged to become thoroughly familiar with and carefully observe federal and state laws and municipal regulations which govern child labor. They are also cautioned to use their best efforts to promote no work that will interfere with the boys' school work or in any way undermine their physical health or moral character.

AVOID STREET SOLICITATION

Solicitation of money or pledges is not earning. One of the chief objectives of the Boys' Division of the Campaign is the development of character through sacrifice. It is clear that this purpose would be defeated if boys solicited money rather than earned it.

Therefore, requests by boys should not be made for gifts of money, and the use of various devices and plans for the collection of money by boys should not be allowed.

Boys should not be allowed to collect money on the streets, in theatres, or in other public places.

VICTORY BOYS PUBLICITY MATERIAL



V B No. 2 Window Banner; 3 colors

The "Victory Boys" publicity material illustrated on this page: namely, the poster, window banner, two booklets, buttons, and pledge cards, will usually be shipped directly to county headquarters with the publicity material for the general campaign. Local leaders should secure their supplies from this source. A limited reserve supply will be sent to state headquarters.

"The Victory Boy" is a workers' manual of instructions and is mailed to each worker whose name is recorded at national headquarters. Extra copies may be secured from state and department headquarters.

A large poster with a central illustration of a soldier in uniform standing next to a woman in a dress. Above them, the text reads "A million boys behind a million fighters". Below the illustration, the text "Every American Boy Should Enroll in the VICTORY BOYS" is prominently displayed. At the bottom, it says "Earn and give to help keep our fighters happy UNITED WAR WORK CAMPAIGN NOVEMBER 7 to 18".

V B No. 1. Poster, 13x21, 3 colors

A booklet cover titled "A MILLION BOYS BEHIND A MILLION FIGHTERS". It features a circular logo with an eagle and the words "VICTORY BOYS I AM ENROLLED". Below the title, it says "How Each Victory Boy's \$5⁰⁰ helps to push V B No. 5-8 pages. 3 1/4 x 6 1/2". The cover also includes a small illustration of a group of people marching.

Certificate, Receipts, and Honor Awards, are being prepared and will be illustrated in a later issue of THE VICTORY BOY

V B No. 6—8 pages 3 1/4 x 6 1/2



Secured by

OFFICIAL PLEDGE—"EARN AND GIVE" DIVISION

In consideration of the other subscriptions to the UNITED WAR WORK CAMPAIGN for a fund of \$170,500,000 to help bring comfort and cheer to our fighters through the work of the seven organizations in the campaign, I hereby agree to "earn and give" the sum of

Dollars (\$) _____

to be paid (1) now _____ or (2) in three payments on Dec. 2, 1918, Jan. 15, 1919, and Mar. 1, 1919 or (3) _____

Signed _____ Age _____

Street Address _____ City or Town _____

County _____ State _____ Date _____

School or Place of Employment _____

NOTE: The entire payment may be made in cash to the treasurer of the local campaign committee at a given date or partial payments as indicated above.

It is understood that the above money is to be earned or will be paid from money that has been earned. Money must not be solicited from others as gifts in payment of this pledge.

Copyright 1918

{OVER}

V B No. 4. Boys' Pledge Card, Size 3x5; Color, Light Blue

What Will Five Dollars Do?

Five Dollars will bring comfort and cheer to one American Fighter for five weeks, and thus help keep a fighter fit.

(\$10 will provide activities for one fighter for approximately ten weeks; \$20 for twenty weeks; \$25 for twenty-five weeks; \$50 for one year.)

A boy enrolls in the VICTORY BOYS as one of "a million boys behind a million fighters," or a girl will enroll in the VICTORY GIRLS, under the slogan "every girl pulling for victory," by pledging to "earn and give a stated sum toward the United War Work Campaign fund."

A special "VICTORY" button; and a "VICTORY" banner to hang in the home window are given when the subscription pledge is made. When the payment is fully made a certificate-receipt is given.

Honors will be awarded to schools or

places of employment where fifteen or more boys or girls enroll, provided the number enrolled is 100 per cent. of the goal assigned.

The UNITED WAR WORK CAMPAIGN is to secure \$170,500,000 with which to provide cheer and comfort for the American soldiers, sailors and marines, and those of our Allies, through the work of the following organizations: Young Men's Christian Association, Young Women's Christian Association, National Catholic War Council (K. of C.), Jewish Welfare Board, War Camp Community Service, American Library Association, and The Salvation Army.

{OVER}

Reverse of V B No. 4

"VICTORY BOYS" SPEAKERS

Speakers from out of town who are to speak on the United War Work Campaign frequently can be made available for special meetings of boys at schools, stores, or shops.

Special speakers to boys should be secured and routed by the De-



partment and State Speakers' Bureaus. These special speakers, while employed primarily to address meetings of girls or boys or audiences of both boys and girls, can wisely be used to cooperate in the general Campaign.

Local men with particular talent in speaking to boys should be enlisted to bring the message of the "Victory Boys" to the boys at home and also in neighboring centers. These speakers can frequently be secured from the ranks of professional or business life.

Returned soldiers or war workers will have a special appeal. If these people are inexperienced in speaking to boys they can be secured to share the allotted time with men or women accustomed to this work, but unable because of lack of personal experience to tell the actual story of the work at the front.

A few carefully selected and trained older boys can be secured from the colleges or schools, or from among the large groups of employed boys.

SPEAKERS' SUGGESTIONS

For General Audiences—All Speakers should share in the responsibility to bring to every audience an inspiration to provide for the organization of the "Victory Boys" division of the Campaign. This reference may be very brief, but it should be with no uncertain note. It should stimulate the local workers to the appointment of active committees for this work.

For Meetings of Boys—The best appeal to boys is to make real to them the hard price that our own soldiers and sailors are paying "over there," and then to present a challenge to boys here to share in that task by assuming work in a similar spirit of sacrifice. The record of some particularly hard or disagreeable job cheerfully undertaken and thoroughly done by a soldier or sailor will bring more results than the mere recital of some deed of daring.

A few human-interest stories of the work of some of the organizations in the Campaign will hold the attention and secure the cooperation where details of method and statistical results would fail. Pick from the bulletins published by each of the organizations the most suggestive facts and tell them in a simple but virile way. Remember that the boys to whom the message goes in most cases will be mature enough to face up to the strongest challenge.

Briefly tell the plan of the "Victory Boys."

Give one or two human-interest stories from the experience of last year's "earn and give" campaign. Ample illustrations are given in the handbook entitled "The Victory Boy," which is available for every speaker.

Submit a digest of the enrollment or pledge card and urge that each give full consideration to every word upon it.

In presenting the opportunity to "earn and give," speakers will wisely tell the story of the need and when feasible leave the solicitation

of pledges to personal visits or calls by the workers. This will tend to emphasize the necessity for hard work and payment in full. Whenever it becomes necessary to take subscriptions in connection with meetings, the speakers and workers should give special emphasis to the need for early and complete payment of pledges.

No promise of work should be given. Boys should be urged to find their own work and engage in only such tasks as comply fully with the local child labor laws and restrictions.

If possible, the speaker should meet with a small group of the most interested boys after the meeting and with them go over the details of the plans as outlined in the campaign handbook entitled "The Victory Boy."

